



7012 BEST FRIEND ROAD

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ROSS KNAPP  
Director of Special Markets

January 22 1986

Janice Sully  
Philip Morris USA  
120 Park Avenue  
New York, New York 10017

Dear Janice:

This will confirm pricing for 400,000 Merit white windguard lighter cases with a white M3L lighter inside:

Price: \$.764 per lighter case/4 color imprint  
(Note: White opaque M3L lighter is 1.4¢ more than transparent)

Lead Time: 10 weeks 1st 100,000  
12 weeks 200,000  
13 weeks 100,000 balance  
Note: From receipt of artwork

Carding: Blistercard  
\$.068 per card (size to be determined; price may vary)

Packaging  
Shipper: \$.005 per lighter  
Blister: \$.005 per lighter  
Labor to blister: \$.012 per lighter  
TOTAL \$.022

Tooling: 1 set Sentinel Tooling \$4,800.00

Description of Materials

Blister

- \* 1-5/8" X 3-7/8"
- \* 7.5mil PVC Material

Shipper

- \* 200 lb. test corrugated RSC
- \* C Flute
- \* 2 - color imprint red and black
- \* Dimensions to be determined after receipt of card art

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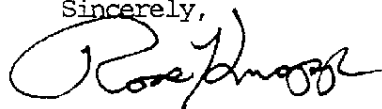
Description of Materials (Continued)

Blistercard

- \* Dimensions to be determined
  - \* .024 SBS 80 Brightness, low density, long grain board
  - \* Pierce & Stevens Proxseal Solvent Base Coating #F9762-AL
  - \* Ink by Superior Ink Company
  - \* Tape is 1½ mil X 1" semi-permanent
- Unsupported high tack Ultra, acrylic adhesive #7307 white  
(as supplied by Eastern Adhesive)

Janice, thank you for this opportunity to quote on your upcoming promotional needs.

Sincerely,



Ross Knapp  
Director of Special Markets

RK:nn

cc: Belinda Goswick  
Gaile Newsome  
Rich Camisa  
Vince Occhiuto

P.S. Enclosed is a white M3L lighter in a white windguard case.

enclosure

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